

TALK ON ADVERTISING

By C. W. Post to Publishers at Banquet at Battle Creek.

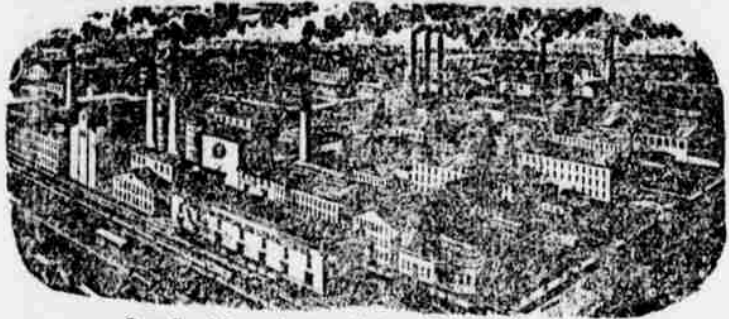
The sunshine that makes a business plant grow is advertising.

Growing a business nowadays is something like growing an apple tree. You may select good seed, plant it in good soil, water and work with it, but the tree will not produce fruit until another and most powerful, energizing and life-giving element is brought to bear. You must have sunshine and lots of it. Can you expect to ripen apples in the dark? Can you expect to grow a profitable business plant nowadays without the sunshine of public favor produced by advertising?

This Postum plant is a good illustration of that law. It seems but a short time ago when I put a few men at work in the carriage house of the barn you have seen to-day, where we began making Postum coffee.

The seed then planted, less than 9 years ago, was a new kind of apple seed and it was not altogether certain how the people would like the apples. We did our work thoroughly and plenty of it. We knew we had a good

Some thoughtful man might say that if what you manufacture has merit, once you get a trade established people will continue to purchase, even if the advertising is stopped, but to act on that conclusion would be a fatal mistake, for there are always bright men on the lookout to steal your apples, and if you give them the chance they will come in and take the fruit, sure. Right here let us drive a nail, not a shingle nail but a forty penny spike. Your article must have merit, far and away beyond the ordinary advertised thing. It should be the very best that human intelligence and ingenuity can produce. Then you have a foundation to build upon that will not slip out from under when the building grows heavy. There are persons ignorant enough to believe that a poor article can be advertised into a success. It cannot and any one who tries the experiment will pay heavily for his experience. Critically examine any well known and advertised article that has been years on the market and



Pure Food Factories that Make Postum and Grape-Nuts.

apple tree of fine quality but how to develop our work and turn the apple tree into a productive and profitable tree was another question.

It needed sunshine and the kind of sunshine that is spread by the newspapers and magazines. It is an absolute certainty that without the publicity thus given—in other words, the sunshine—the business never would have developed.

You have seen to-day factory buildings—thirteen or fourteen in number—covering many acres of ground, employing hundreds of workpeople, producing food and drink in an aggregate of four million packages per month, which goes to every civilized country on the globe, and yet the entire enterprise is less than 9 years old. We have found it necessary, inasmuch as the tree has grown and the apples matured by hard work and sunshine, to continue the work and the sunshine day in and day out, month in and month out, the sunshine appropriation amounting to approximately a million dollars a year for advertising, for experience teaches that if you mature the tree under strong sunshine, and bring it up to a thrifty and healthful state where it produces profitable apples, you can not withdraw that sunshine else the tree will gradually die.

It will be found to possess exceptional merit.

In ancient days newspaper publishers considered an advertisement an evil but a necessary evil, and that it should be hidden away as carefully as possible, so that no one would discover that the paper was trying to make a little money by inserting public announcements. A paper run that way today would fail.

The most successful exponents of the new plan of doing business with ink and paper are using every possible means to make the announcements attractive and sought after by the readers.

It is safe to say that thousands of women read the newspaper—not the telegraphic page, but the pages containing announcements of bargains in stockings, skirts, hats, gloves, pianos, furniture, food for the table, etc.

You have been invited to visit Battle Creek for the purpose of viewing one of the most unique advertising buildings in the world, also to look over a large business built up, sustained, nourished and kept active by sunshine, and, at the same time, have an opportunity to see one of the most thrifty, active and prosperous towns of its size in the world, built up largely by the same kind of sunshine.

THIS WOMAN KNOWS

WHAT ONE OF THE SEX DISCOVERED TO HER GREAT JOY.

Mrs. De Long Finds That the Indescribable Pains of Rheumatism Can Be Cured Through the Blood.

Mrs. E. M. De Long, of No. 160 West Broadway, Council Bluffs, Iowa, found herself suddenly attacked by rheumatism in the winter of 1896. She gave the doctor a chance to help her, which he failed to improve, and then she did some thinking and experimenting of her own. She was so successful that she deems it her duty to tell the story of her escape from suffering.

"My brother-in-law," she says, "was enthusiastic on the subject of Dr. Williams' Pink Pills as a purifier of the blood, and when I was suffering extreme pains in the joints of my ankles, knees, hips, wrists and elbows, and the doctor was giving me no relief, I began to reflect that rheumatism is a disease of the blood, and that if Dr. Williams' Pink Pills are so good for the blood they must be good for rheumatism and worth a trial.

"I was in bed half the time, suffering with pain that cannot be described to one who has never had the disease. It would concentrate sometimes in one set of joints. When it was in my feet I could not walk; when it was in my elbows and wrists I could not even draw the covers over my body. I had suffered in this way for weeks before I began using Dr. Williams' Pink Pills. Two weeks after I began with them I experienced relief and after I had taken six boxes I was entirely well. To make sure I continued to use them about two weeks longer and then stopped altogether. For several years I have had no reason to use them for myself, but I have recommended them to others as an excellent remedy."

Dr. Williams' Pink Pills furnish the blood with all the elements that are needed to build up healthy tissue, strong muscles and nerves, capable of bearing the strain that nature puts upon them. They really make new blood and cure all diseases arising from disorders of the blood or nerves, such as sciatica, neuralgia, partial paralysis, locomotor ataxia, St. Vitus' dance, nervous prostration, anemia and all forms of weakness in either male or female. They are sold by all druggists.

Switzerland's Liberal School System.

The public schools in Switzerland are operated by the government, and civil service rules are strictly applied. The teachers, who are mostly women, are very well paid and never discharged except for cause. When they get so old they can't teach they are pensioned liberally. The result is that the country has an excellent corps of educators.

"I Went Home to Die from Gravel Trouble. Doctors Failed. Dr. David Kennedy's Favorite Remedy cured me." Mrs. C. W. Brown, Indianapolis, Ind.

The Indian Chief Tammany.

Tammany lived in the seventeenth century. He was a native of Delaware, but settled on the banks of the Ohio river. He was chief sachem of his tribe, and his reign was discreet and peaceful. His great maxim was: "Unity. In peace unite for mutual happiness; in war, for mutual defense."

Marine Eye Remedy cures sore eyes, makes weak eyes strong. All druggists, 50c.

Not a Murderous Assault.

A. Mason, Mo., lawyer argued the other day that on account of the known thickness of a negro's skull it was not assault with intent to kill to hit a negro over the head with a pick handle. Queer as it may seem, he convinced the jury that his view of the matter was the correct one and his client was acquitted.

Many Children Are Sickly.

Mother Gray's Sweet Powders for Children, used by Mother Gray, a nurse in Children's Home, New York, cure Summer Complaint, Feverishness, Headache, Stomach Troubles, Teething Disorders and Destroy Worms. At all Druggists, 50c. Sample mailed FREE. Address: Alton S. Orsted, Le Roy, N. Y.

Cold Tea?

According to the Kennebec Journal, a man who traveled over the Damariscotta fair ground, after the crowd had left, picked up 219 bottles ranging in capacity from a half pint up to two quarts. The paper fails to state what the bottles originally contained, but it is easy to surmise.

Many who formerly smoked 100 cigars now smoke Lewis' "Single Binder" straight 5c. Lewis' Factory, Peoria, Ill.

Shirts and Hats of Bark.

Shirts and hats that are never in need of ironing are worn by the Indians of the interior of Bolivia. They are made of the bark of a tree, which is soaked in water until the fiber is softened, and then beaten with stones to make it pliable.

Try me just once and I am sure to come again. Defiance Starch.

Britain's Largest Lighthouse.

Britain's largest lighthouse is the Skerryvore. It contains 4,308 tons of masonry and cost \$450,268. It was built in 1844.

Light Weight on Italy's Soldiers.

Italy's soldiers are less heavily laden than those of any other European power. In full marching order they carry only 57 pounds.

Bringing It Home.

When Horace Mann made a famous speech for the dedication of a building that had cost many thousands of dollars devoted to the reformation of bad boys, he said: "If all this which has been spent upon this building results in the reformation of one boy, it is money well spent." Somebody said to him: "Mr. Mann do you think one boy is worth all that money?" He replied: "Yes, if it is my boy or your boy."—Primary Education.

Kentucky Shooting Affrays.

An exchange said that the highest tribute ever paid to a Kentucky marksmanship was the remark of Judge Parker of the Lexington circuit court, who said: "If every spot where a man has fallen by the hands of violence in this city were marked by a cross Lexington would resemble a city of the dead as much as a city of the living, as much a cemetery as a town."

New British Coaling Station.

Sierra Leone is to be a British coaling station, and it is intended permanently to attach a gunboat and a cruiser to it. The fortress at Sierra Leone has for some time past been strengthened by the erection of some of the most modern guns of heavy caliber.

Lewis' "Single Binder" straight 5c cigar. No other brand of cigars is so popular with the smoker. He has learned to rely upon its uniform high quality. Lewis' Factory, Peoria, Ill.

Minister Resembles Fitzsimmons.

Rev. Richard Cotton Smith, rector of St. John's Episcopal church in Washington, in general appearance, looks like an exact duplicate of "Bob" Fitzsimmons, the prize fighter. The illusion disappears as soon as the reverend gentleman takes off his hat, for his head is not at all arranged on the cocoanut plan adopted by nature in modeling the lanky pugilist.

I am sure Piso's Cure for Consumption saved my life three years ago. Mrs. THOMAS HARRIS, Maple Street, Norwich, N. Y., Feb. 17, 1900.

Glass Eyes for Animals.

Glass eyes are now made for horses, cats and dogs, as well as for human beings. These animals use a larger eye than man, and several are ordered for them at the same time, as a new one is necessary about once in six months. The edges become roughened and produce irritation, from the acids of the secretions affecting the enamel.

Mrs. Winslow's Soothing Syrup.

For children teething, softens the gums, reduces inflammation, allays pain, cures wind colic. Dose a teatful.

Footprints in Stones.

While a local contractor at New Aberdour, Aberdeenshire, was quarrying stones for road macadamizing recently, he turned out two stones, one of which had the impression of a man's footprint, and the other that of a pair with the pedicle, both the natural size. The stones were bavalitic, and the prints grayish-white silica.

Important to Mothers.

Examine carefully every bottle of CASTORIA, a safe and sure remedy for infants and children, and see that it

Bears the Signature of *Dr. J. C. Williams*.

In Use For Over 30 Years.

The Kind You Have Always Bought.

Encouraging Employees.

Six employees of a Harrow (England) engineering firm have received prizes, ranging from \$5 to \$50, for suggestions tending to the more economical production of work.



Two severe cases of Ovarian Trouble and two terrible operations avoided. Mrs. Emmons and Mrs. Coleman each tell how they were saved by the use of Lydia E. Pinkham's Vegetable Compound.

"DEAR MRS. PINKHAM:—I am so pleased with the results obtained from Lydia E. Pinkham's Vegetable Compound that I feel it a duty and a privilege to write you about it."

"I suffered for more than five years with ovarian troubles, causing an unpleasant discharge, a great weakness, and at times a faintness would come over me which no amount of medicine, diet, or exercise seemed to correct. Your Vegetable Compound found the weak spot, however, within a few weeks—and saved me from an operation—all my troubles had disappeared, and I found myself once more healthy and well. Words fail to describe the real, true, grateful feeling that is in my heart, and I want to tell every sick and suffering sister. Don't daily with medicines you know nothing about, but take Lydia E. Pinkham's Vegetable Compound, and take my word for it, you will be a different woman in a short time."—Mrs. LAURA EMMONS, Walkerville, Ont.

Another Case of Ovarian Trouble Cured Without an Operation.

"DEAR MRS. PINKHAM:—For several years I was troubled with ovarian trouble and a painful and inflamed condition, which kept me in bed part of the time. I did so dread a surgical operation."

"I tried different remedies hoping to get better, but nothing seemed to bring relief until a friend who had been cured of ovarian trouble, through the use of your compound, induced me to try it. I took it faithfully for three months, and at the end of that time was glad to find that I was a well woman. Health is nature's best gift to woman, and if you lose it and can have it restored through Lydia E. Pinkham's Vegetable Compound I feel that all suffering women should know of this."—Mrs. LAURA BELLE COLEMAN, Commercial Hotel, Nashville, Tenn.

It is well to remember such letters as above when some druggist tries to get you to buy something which he says is "just as good." That is impossible, as no other medicine has such a record of cures as Lydia E. Pinkham's Vegetable Compound; accept no other and you will be glad.

Don't hesitate to write to Mrs. Pinkham if there is anything about your sickness you do not understand. She will treat you with kindness and her advice is free. No woman ever regretted writing her and she has helped thousands. Address Lynn, Mass.

\$5000 FORFEIT if we cannot forthwith produce the original letters and signatures of above testimonials, which will prove their absolute genuineness. Lydia E. Pinkham Medicine Co., Lynn, Mass.

Strawberry and Vegetable Dealers

The passenger Department of the Illinois Central Railroad Company have recently issued a publication known as Circular No. 12, in which is described the best territory in this country

for the growing of early strawberries and early vegetables. Every dealer in such products should address a postal card to the undersigned at Dubuque, Iowa, requesting a copy of Circular No. 12.

J. F. BERRY, Asst. Gen'l Pass'r Agent.

Caution with Thompson's Eye Water.

When St. Jacobs Oil

Hurts, Sprains, Bruises

The old monk cure, strong, straight, sure, tackles

The muscles flex, the kinks untwist, the soreness dies out. Price 25c. and 50c.

Justice in Congo Free State.

For causing a native to be executed before an appeal on his sentence had been heard the public prosecutor of the Congo Free State has been imprisoned. When the appeal was heard the sentence was reduced to one of ten years' hard labor.

Every housekeeper should know that if they will buy Defiance Cold Water Starch for laundry use they will save not only time, because it never sticks to the iron, but because each package contains 16 oz.—one full pound—while all other Cold Water Starches are put up in 8-ounce packages, and the price is the same, 10 cents. Then again because Defiance Starch is free from all injurious chemicals. If your grocer tries to sell you a 12-oz. package it is because he has a stock on hand which he wishes to dispose of before he puts in Defiance. He knows that Defiance Starch has printed on every package in large letters and figures "16 oz." Demand Defiance and save much time and money and the annoyance of the iron sticking. Defiance never sticks.

Newest Fad in France.

France seems to be the center of the pictorial postcard fad. It is estimated that 88,000,000 are handled by the postal service of that country annually.

WE WANT YOUR NAME and will send you prospectus and full particulars of NINE SUCCESSFUL GOLD, SILVER, COPPER, LEAD, ZINC AND QUICKSILVER Mining Companies, if you will send us your name and address. Mining Maps Free. ARBUCKLE-GOODIE COMMISSION CO., 325 Olive Street, St. Louis, Mo.

KEISTER'S LADIES' TAILORING COLLEGE.

Established 1894. 2800 Olive St., cor. Vandeventer Ave., St. Louis, Mo. The largest, most popular and best equipped institution of its kind in America. This College remains open all summer. Interested persons attending the World's Fair especially invited to call and see us. Call or write for terms, descriptive literature, etc.

The Experimental Psychologist. One of the latest departures of the experimental psychologist consists in prodding people with a pointed stick when they are asleep to find out how much excitation is required to wake them up, says Nature.

To the housewife who has not yet become acquainted with the new things of everyday use in the market and who is reasonably satisfied with the old, we would suggest that a trial of Defiance Cold Water Starch be made at once. Not alone because it is guaranteed by the manufacturers to be superior to any other brand, but because each 16c package contains 16 ozs., while all the other kinds contain but 12 ozs. It is safe to say that the lady who once uses Defiance Starch will use no other. Quality and quantity must win.

Wise Legislation. In Italy a well may not be sunk within 100 yards of a cemetery. In Austria and France double this distance is the law.

MEXICAN Mustang Liniment is a positive cure for Piles.

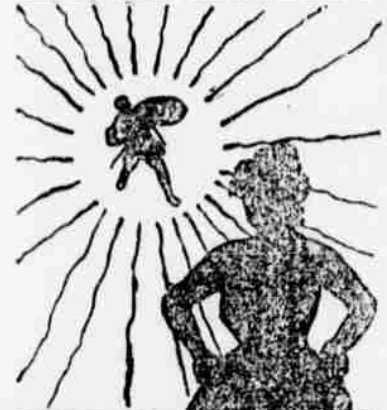
Wiggle-Stick Wiggle-Stick LAUNDRY BLUE

Wiggle-Stick Laundry Blue. Wagon's Blue. Fresh and spot color. Costs 10 cents and equals 50 cents worth of any other brand.

Something a Woman Can Do. Lady representatives wanted in every city in the United States to sell our specialties. Used in every family.

Gray Co., Dept. H, 514 Elm St., St. Louis.

BEGGS' BLOOD PURIFIER CURES catarrh of the stomach. W. N. U., ST. LOUIS, No. 43, 1904. When Answering Advertisements Kindly Mention This Paper.



Early in the morning, late at night, or whenever used, Defiance Starch will be found always the same, always the best. Insist on having it, the most for your money. Satisfaction or money back guaranteed. It is manufactured under the latest improved conditions. It is up-to-date. It is the best. We give no premiums. We sell 16 ounces of the best starch made for 10 cents. Other brands are 12 ounces for 10 cents with a tin whistle.

Manufactured by THE DEFANCE STARCH CO., Omaha, Neb.

On the Trail with a Fish Brand Pommet Sticker

When windy, a rain coat when it snows, and for a cover at night if we get to bed, and I will say that I have gotten more comfort out of your sticker than any other one article that I ever owned."

Wet Weather Garments for Riding, Walking, Working, or Sporting.

A. J. TOWER CO. BOSTON, U.S.A. TOWER CANADIAN CO., Limited TORONTO, CANADA

PISO'S CURE FOR CURE WHERE ALL ELSE FAILS. Best Cough Syrup. Taste Good. Use in time. Sold by druggists.

FREE

A beautiful Metal Match Safe, in 5 colors, showing "The Girl Who Can Tell the Best Lye," will be sent to any address, postpaid, for one of our Lye labels.

MERRY WAR POWDERED LYE

will make more and better soap than any other lye will make present and cure Hog Chlores, kill lice and drive in the poultry yard. Necessary in your home, and on the farm. Full directions on label. Sold everywhere.

E. Myers Lye Co. 406 South Third Street St. Louis, Mo.

How Is This for Rent?

For a storeroom 25 feet wide and 110 feet deep, a block distant from Herald square, New York city, beginning with May 1, 1903, a railroad will for the ensuing three years, pay \$37,000 as annual rental. Architects for the railroad company are drawing plans to transform the room into what it is asserted will be the finest ticket office in the United States.

When Your Grocer Says

he does not have Defiance Starch, you may be sure he is afraid to keep it until his stock of 12 oz. packages are sold. Defiance Starch is not only better than any other Cold Water Starch, but contains 16 oz. to the package and sells for same money as 12 oz. brands.

Are There 400 Languages?

It is said that the New Testament is printed in 400 languages. A high authority declares that there are only 294 literary languages in the whole British empire.